

# LEARNING PLAN I



## Finance

A company is a collection of assets, but the way those assets work to create value for customers and profit for a company depends on how well they are put to work. A company's business model is its plan of action

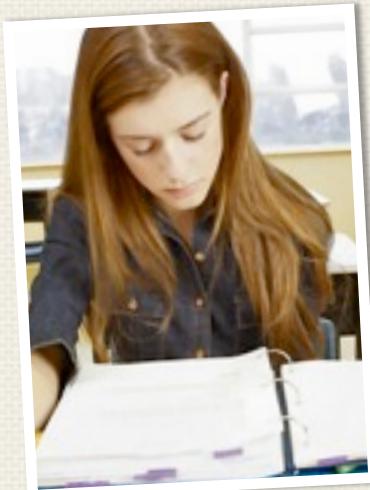
for using its assets to create cash flow and profit. However, it takes considerable entrepreneurial and managerial skills to decide how to put assets to their most highly valued use

- to maximize company profitability.

Michael Eisner's initial decisions about how to employ Disney's assets were successful, but his subsequent failures show how complex and uncertain financial decision making is.



## LEARNING ACTIVITIES



1. LEARNING PLAN 11 APPLIES THE INFORMATION COVERED IN CHAPTER 16 & 16.

THE FOLLOWING ACTIVITIES ARE COMPLETED ONLINE AT [WWW.MHHE.COM/FERRELLM2E](http://WWW.MHHE.COM/FERRELLM2E)

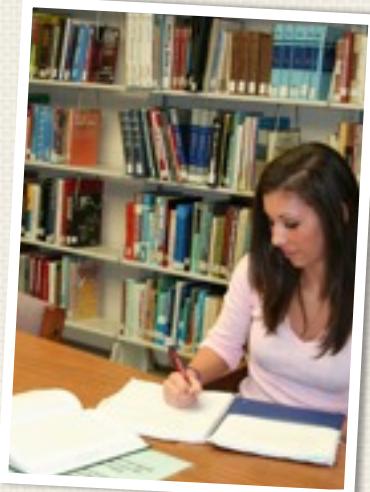
2. VIEW ONE OF THE FOLLOWING:

- NARRATED LECTURE
- AUDIO LECTURE
- LECTURE SLideshow

3. COMPLETE THE QUIZ. DON'T SUBMIT THE RESULTS TO ME. THIS ACTIVITY IS FOR YOUR SELF-IMPROVEMENT. YOU SHOULD NOT HAVE TO DOWNLOAD THE VIDEO TO WATCH IT.

## ASSESSMENT ACTIVITIES

### *In-class:*



1. WORKING IN A GROUP COMPLETE AND SUBMIT LP11| FINANCE BUSINESS & MONEY CASE PROJECT. WHEN PREPARING YOUR RESPONSES PLEASE TAKE THE TIME TO FULLY DEVELOP YOUR RESPONSES/THOUGHTS AND PROVIDE SUPPORT MATERIAL WHEN NECESSARY.

### *On your own:*

2. PCOMPLETE AND SUBMIT LP11| FINANCE IRAQI CURRENCY CASE PROJECT. WHEN PREPARING YOUR RESPONSES PLEASE TAKE THE TIME TO FULLY DEVELOP YOUR RESPONSES/THOUGHTS AND PROVIDE SUPPORT MATERIAL WHEN NECESSARY.
3. READ CHAPTER 3
4. FORMULATE & E-MAIL, TO [REED@NTC.EDU](mailto:REED@NTC.EDU), THREE 'IN-CLASS' DISCUSSION QUESTIONS ACCORDING TO THE GUIDELINES IN LPO.